

BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF LANCASTER COUNTY, NEBRASKA

IN THE MATTER OF AUTHORIZING USE)
OF COUNTY VISITORS IMPROVEMENT)
FUND FOR VISITOR PROMOTION)

RESOLUTION NO. R-20-0001

WHEREAS, the Lancaster County Board of Commissioners established the Visitors Improvement Fund pursuant to the authority granted under Neb.Rev.Stat. §81-3717 (Reissue 2014); and

WHEREAS, the proceeds of the Visitors Improvement Fund shall be generally used to improve visitor attractions and facilities in the County; and

WHEREAS, if the Visitors Promotion Committee (VPC) determines the visitor attractions in the County are adequate and do not require improvement, the proceeds of the County Visitors Improvement Fund may be used to promote, encourage, and attract visitors to the County to use the County's travel and tourism facilities; and

WHEREAS, the VPC met November 20, 2019 and determined the visitor attractions in the County are adequate and do not require improvement; and

WHEREAS, the VPC has made a recommendation to the Lancaster County Board of Commissioners to pay to the Lincoln Chamber of Commerce Convention and Visitors Bureau (CVB) an amount up to 25% of the 2% hotel tax paid to the Visitors Improvement Fund from July 2019 through October 2019 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$152,100.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$152,100.00 shall be paid to the CVB for the specific purpose of paying promotion fees to attract new events and secure existing events which bring visitors to Lancaster County to use the travel and tourism facilities within the County, in accordance with Attachment A.





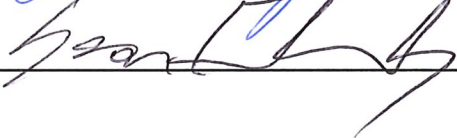
DATED this 7th day of January, 2020.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
7th day of January, 2020.

PC


PATRICK CONDON
County Attorney



December 19, 2019

TO: Lancaster County Board of Commissioners

FR: Jeff Maul, Executive Director
Lincoln Convention and Visitors Bureau

RE: Additional ½% Lodging Tax request

Formal Action was taken by the VPC on November 20, 2019, in which they determined the facilities as adequate. The following represents the VPC recommendation (11-20-19) that the funds for July 2019–October 2019 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes (11-20-19)

Jeff Maul addressed the Committee saying twice every 12 months there is a request to convert the improvement fund money to the promotion fund. The purpose is to continue attracting new events, improving existing events and securing relationships with organizers. There are new requests for ½% lodging tax including NSAA volleyball, \$85K; NSAA football, \$20K; Christian Congregation, \$15.6K; SCCA Solo Nationals, \$15K, Nebraska Coaches Association, \$8.5K; and I/O Summit, \$8K. The total request is \$152,100 that we are asking to be released. These are from the July – October collections. Stitt asked historically what amount is requested in this timeframe. Maul said usually around \$180K the difference being due to not having roller sports this year. Dickerson made a motion saying the VPC determines the facilities in Lancaster County as adequate and approves the use of improvement fund dollars in the amount of \$152,100 for promotion as presented by the CVB. The motion was seconded by Knuth. With no further discussion, Stitt called for a vote. Cunningham, Dickerson, Knuth, Morgan and Stitt voted yes. Perrett and Madsen were absent. Motion carried.

(SEE NEXT PAGE FOR FUND AMOUNT REQUESTED)



December 19, 2019

The VPC has made a determination that the facilities in Lincoln are adequate in order to request these lodging tax funds. In order for us to continue our bid process in attracting new events and securing existing relationships with organizers, we ask that the approved funds be released to the CVB. We have past and existing fees that will need to be paid.

NEW request for ½% lodging tax (July-October 2019 collection)

- a. \$85,000.00 (2019 NSAA Girls Volleyball)
- b. \$20,000.00 (NSAA Football)
- c. \$15,600.00 (Christian Congregation)
- d. \$15,000.00 (SCCA Solo Nationals)
- e. \$8,500.00 (Nebraska Coaches Association)
- f. \$8,000.00 (I/O Summit Conference)

Total Request: \$152,100.00